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Our History

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The Story of the Fox Theatre

Initially conceived in 1928 as a grand headquarters for Atlanta's Shriners, the Fox Theatre drew inspiration from iconic structures like Spain's Alhambra and Egypt's Temple of Karnak. Its ornate design, featuring soaring domes, minarets, intricate gold leaf, and stunning trompe l'oeil artwork, proved financially overwhelming for the Shriners, prompting them to lease the building to movie mogul William Fox.

With Fox's backing, the theatre opened on Christmas Day 1929, premiering Disney's Steamboat Willie. Its splendor quickly made it an Atlanta favorite, showcasing movies, opera, popular live acts, and dances. However, financial strain from the Great Depression led to bankruptcy in 1932, and the theatre was auctioned off but continued operating successfully for decades.

By the late 1960s, shifting trends led to neglect, and in 1974, the Fox Theatre closed, facing demolition. In response, Atlantans formed Atlanta Landmarks and launched the "Save The Fox" campaign, raising \$3 million primarily through community donations. Successfully restored, the Fox reopened in 1975.

Today, operated by the nonprofit Fox Theatre, Inc., it remains a celebrated cultural landmark, hosting over 250 performances annually—from Broadway hits to legendary concerts and private events. The Fox Theatre continues its legacy through preservation and community outreach initiatives, cementing its place as one of America's premier historic venues.

